

# THE DAILY HERALD

FRIDAY, NOVEMBER 5, 1897.

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Weekly, three months, \$0.75

The DAILY HERALD is delivered by carrier in El Paso, Texas, and Juarez, Mexico, at 15 cents per week, or 60 cents per month. Subscribers failing to get the HERALD regularly or promptly should notify this office at once, so that the carrier may be instructed to deliver the paper at their residence. Telephone No. 115.

ADVERTISING RATES.  
Rates of advertising in the Daily or Weekly HERALD made known on application at the publication office. Oring up telephone number 115, and a representative of the business department will call and quote prices and contracts for space.

Locals 10 cents per line in every instance for first insertion, and 5 cents per line for each additional insertion.  
Legal notices of every description \$1 per each such insertion.

BOOK AND JOB PRINTING.  
The HERALD is fully prepared to do all kinds of plain and fancy printing in all the latest styles. Work perfectly and promptly done.

THE WEEKLY HERALD.  
A large edition of the paper, giving the local events of the week, published every Saturday. Just the paper to send friends for information regarding El Paso. Price \$2.00 per year—six months \$1.00.

RECENT slight frosts in central Texas have put all fears of yellow fever in that region at rest.

READ the presentation, as made by the Rio Grande Dam and Irrigation company in the HERALD's supplement of today.

A RECENT novel sight in Glasgow was a squad of American laborers with an American roller engaged in asphaltting one of the streets. A large number of American ideas are on their travels abroad.

SINCE the armor plant found such good conditions at Birmingham, Ala., for the economic production of armor plate, Andrew Carnegie has offered to sell to the government his Pittsburgh plant at cost of erection.

THE returns from Tuesday's elections indicate that the democrats carried Virginia, the fusionists carried Nebraska, Richard Croker carried the city of Greater New York and the Winter party carried New Foundland.

THE Haitian congress is considering a proposition to consolidate the several debts of the republic into one national debt, destroy the paper money in use, and substitute a gold currency based on the United States gold dollar as a unit of value.

THE Cubans still say they will not accept autonomy, however liberal the terms, but the new Spanish commander says he will have no trouble to get them to accept and surrender, provided the insurgents are no longer encouraged by the United States.

AFTER the birth of Grover Cleveland's second daughter an end man in a minstrel show said the then president wanted to cut down the shade trees around the white house so that it could have a little sun and air. Now that Mr. Cleveland has a little son and heir, he must have been doing some chopping about Princeton.

GENERAL BLANCO, the new Spanish commander in Cuba, is liable to be called upon to defend himself before a court martial for having said, by implication, that field marshal of Spain (General Weyler) had made war on women and children in adopting the concentration policy inaugurated by the Cuban insurgents. Of course the remark, made in an interview, was intended as a sop to American newspaper correspondents.

THE fact that Great Britain declined to open the mints of India to the free coinage of silver in advance of the proposed international conference does not at all argue that she is unwilling to co-operate with other nations in joint action on the silver question, but rather that she prefers to make whatever action she may take in regard to India benefit the cause of silver generally by insuring international action in conjunction with her action on that subject.

PEOPLE who were six months ago clamoring for instant action by the president on the Cuban question now see that their demands were unreasonable, and that the delay on the part of the president is likely to not only result advantageously to the Cubans, but in a way which will prevent the serious complications and the bloodshed which would have been likely to follow precipitate action such as was demanded during the opening months of the administration.

COLLECTOR DAVIS has given the custom house a first class administration and will retire from the position with the highest regard of the public of his ability as an official. The change of administration now entitles the passing of the reins to a republican one who will continue a first class administration of the office and use his influence to help build up a strong local republican organization upon the principles laid down by the republican party. Any one who knows the history of affairs here recognizes the fact that if Col. Campbell is appointed to succeed Captain Davis, C. R. Morehead will be his main adviser and the custom house patronage will be used to make it possible the republican local organization a tail to Mr. Morehead's democratic kite.

# ADVERTISING

(Copyrighted by Charles Austin Bates.)

No. 41.

## Your Advertising Territory.

If the merchant will watch his advertising, and the returns he gets from it, he can tell pretty soon just what things will bring him direct results, and if, on a particular day, he wishes to have a particularly large trade, he can advertise these things and fill his store. When he is using all the space that he can use profitably in the papers, he may be justified in using fences, and not before.

I have no doubt that the use of signs will pay large general advertisers who have already used all the space that they need in the different periodical publications. But from the standpoint of the retail dealer, I would say that he has no business to use signs until he has spent all the money he can in the local papers.

If he can't cover his territory in that way, it is very well to use signs or dodgers or whatever else he can to cover it.

For my own part, I would rather have a small but thoroughly covered territory than a large one, over which my advertising was spread very thinly. I do not think a business man ought to reach out after country trade until he has his own town thoroughly covered. It is easier and less expensive to reach the people close to the store than it is to reach those farther away. You will get greater returns for the money expended in advertising in your own immediate locality than you will from money spent in reaching people six or eight or ten miles away.

It may pay to reach the people at a distance by signs, and there may be no other way to reach them, but the signs had better not be used if it will necessitate the taking of money from the advertising which reaches the people close at home.

## BIG YERKES TELESCOPE.

It Proves That There is no Life on the Moon.

Neither water, nor air, nor vegetation, nor evidence of life in any form can be seen on the moon through the most powerful telescope ever constructed, says the Chicago Times-Herald. The great Yerkes telescope has already entered upon its career of scientific usefulness by adding further proof to the well-established fact that the moon is a dead world. It has been trained upon the lunar sphere by two of the best known astronomers of this country, who are connected with the Yerkes observatory, at a time when by a peculiar coincidence the scientists of Paris were greatly agitated over the discovery of what they believed to be indications of rivers and plants upon the moon.

It was the good fortune of F. L. O. Wadsworth, one of the observatory staff, to get the first glimpse of the moon through the Yerkes telescope. E. E. Barnard was the next member of the staff to gaze at the far-away planet, and the conclusions of these two learned gentlemen are identical in that they agree that neither discovered anything of importance to the scientific world. The peculiar lines and spots which the Parisian astronomers on the map of the lunar piansphere that is being photographed in the Meudon observatory were not to be seen through the Yerkes telescope. There was nothing additional to be noticed but an unusual amount of detail on the surface of the moon never seen before.

NO TRACES OF AIR OR LIFE.  
"The moon is a magnificent sight," said Mr. Barnard last night. "One can see an enormous number of small details never seen before, such as small craters and minute crevasses, but there are no traces of air or vegetable life to be detected. It is possible that the lines found on the photograph taken at the Meudon observatory might be crevasses. I don't pretend to say what they represent. I only know that the observations taken here fail to give any confirmation of the theories of the Parisian astronomers."

The reported discoveries at the French observatory aroused the interest of a number of astronomers who were gathered at the Yerkes observatory for the purpose of attending its dedication this week. None of the number was ready to give any indorsement of the theory that life prevailed in any form on the moon, however, and all agreed with the opinion expressed in these columns yesterday morning by S. W. Burnham. If the atmospheric conditions had been favorable last night it is likely that every one of the distinguished scientists would have availed himself of the chance to peep at the moon, but this pleasure had to be forgone, because of the clouds.

NO STOCK IN NEW THEORY.  
There are just as good photographs taken through small instruments as with large ones," said George E. Hale, director of the Yerkes observatory. "Prof. Leowy, director of the Paris observatory, has undoubtedly made the best photographs of the moon, but the best photographs ever made will not show as much as can be seen through a 12 inch telescope. The lines noticed in the photographs of the Meudon observatory have always been noticed, and no astronomer has yet ventured to assert that they represent active rivers. I entirely agree with the views of Mr. Burnham on the subject."

Carl Runge, director of spectroscopy at the observatory in Hanover, Germany, is another one of the distinguished visitors at the Yerkes observatory who holds contrary views to those reported as coming from Paris. He considered it very improbable that a photograph of the moon would be made that would show objects a thousand feet long or high. With Prof. Hale, he believed it possible that the spots on the Meudon photograph, which were not considered shadows, were to be accounted for as variations in the color of the moon's crust.

Stands at the Head.  
Aug. J. Bogue, the leading druggist of Sanveport, La., says: "Dr. King's New Discovery is the only thing that cures my cough, and it is the best 'cough cure' I have ever used." J. E. Campbell, merchant of Safford, Ariz., writes: "Dr. King's New Discovery is a thing that is claimed for it; it never fails, and is a sure cure for Consumption, Coughs and Colds." I cannot say enough for its merits." Dr. King's New Discovery for Consumption, Coughs and Colds is not an experiment. It has been tried for a quarter of a century, and today stands at the head. It never disappoints. Free trial bottles at W. A. Irvin & Co.'s Wholesale & Retail drug store.

The western and New Mexico divisions of the Santa Fe have been ordered to turn over to the Santa Fe-Pacific large engines, on account of rush of traffic, their places to be taken by smaller tea kettles.

# Grand Carnival

of Bargains

IN

## BOYS' KNEE PANT SUITS

IN Double Breasted and Square Cut, all wool, fancy Brown or Gray mixtures, sizes from 3 to 15 years.

AT \$1.75.

Nothing in El Paso to equal them in make-up, quality or price. A large and complete line of

## Mens' Suits

At Prices to suit all Purchasers.

\$9.00

Will purchase one of the best Dress Suits for a gentleman to be had in the city. Equal to many tailor-made goods, and we have them in sizes, colors and styles which are sure to suit you.

If you are a close purchaser, you cannot do better than by trading at the

## MECHANICS STORE

D. KLEIN.

221 San Antonio St.

St. Charles

Hotel.

The Travelers' Home.

NEW MANAGEMENT.

HANDSOMELY REFURNISHED.

UP-TO-DATE APPOINTMENTS.

MRS. N. STUFF, Proprietress.

Fall

And

Winter

Millinery.

THE LATEST

New York, Paris and London Novelties.

We solicit your dressmaking patronage, being prepared to render prompt and satisfactory service.

SPECIALTY OF WEDDING TROUSSEAU

MRS. W. S. STANDISH.

Mills Building. Opposite Plaza.

## El Paso Marble Agency.

J. E. NAGLEY, Mgr.

Scotch Barre and Texas Granites.

Polished Columns, Monuments, Etc.

Samples on exhibition at Caldwell Undertaking Parlors, 305 El Paso St.

## El Paso Lime Works.

A. COURCHESNE, Prop.

A CAPACITY OF 500 BUSHELS PER DAY.

—MANUFACTURERS OF—

## Hydraulic White Lime

Correspondence Solicited.

Dr. Oscar Wilkinson,

Late resident surgeon Eye, Ear, Nose and Throat Hospital, New Orleans, La.

SPECIALIST.

Practices confined to Eye, Ear, Nose & Throat.

Office hours, 9:30 a. m. to 12:30 p. m. 1 to 4 p. m.

ROOM 414 6-5-5 HILDON BLOCK.

Glasses accurately fitted.

## EL PASO DAIRY CO.

Fine Milk, Cream, Butter, milk, Clabber and Cottage Cheese.

TELEPHONE 156 - P. O. BOX 205

Order of the Drivers of the Delivery Wagons, Smith's Creamery,

Telephone 156 or by mail, P. O. Box 205.

J. A. SMITH, Mgr.

Notice

To all who intend to visit Mexico:

Commencing October 31st, the time table of the Mexican Central railway will undergo a change. On and after that date, the south bound through passenger train will leave El Paso at 2 o'clock p. m., and the north bound will arrive at 7:55 p. m., Mexican Central time.

G. A. MULLER,

Com'l Agent, El Paso, Texas.

Typewriter paper at the HERALD office.

## THE OLD RELIABLE "EL PASO ROUTE"

—AND THE—

SUNSET LIMITED.

As previously announced by circular the Texas & Pacific in connection with the Chicago & Alton, St. Louis, Iron Mountain & Southern, and the Southern Pacific railways, will operate the famous "Sunset Limited," between Chicago and San Francisco semi-weekly on schedule shown herein. The first westbound train will leave Chicago Tuesday, October 19th, at 1:30 p. m., and each Saturday and Tuesday thereafter until further advised. The first eastbound train will leave San Francisco (Oakland), Monday, October 19th, at 5:30 p. m., and each Thursday and Monday thereafter until further advised.

The schedule will be as follows:

WEST-BOUND SCHEDULE EAST-BOUND  
Tues. & Sat. 1:30 p. m. Lv Chicago. Ar Chicago 4:00 p. m. Fri. & Mon. Tues. & Sat. 10:00 a. m. Lv St. Louis. Ar St. Louis 7:30 a. m. Fri. & Mon. Wed. & Sun. 1:30 p. m. Lv Texarkana. Ar Texarkana 4:30 p. m. Thur. & Sun. Wed. & Sun. 2:00 p. m. Lv Texarkana. Ar Texarkana 4:30 p. m. Thur. & Sun. Wed. & Sun. 2:30 p. m. Lv East Dallas. Ar East Dallas 9:30 a. m. Thur. & Sun. Wed. & Sun. 3:00 p. m. Lv Ft. Worth. Ar Ft. Worth 10:30 a. m. Thur. & Sun. Thur. & Mon. 4:30 p. m. city time Ar El Paso. Lv El Paso 12 noon city time Wed. & Sat. Fri. & Tues. 3:30 p. m. Ar Los Angeles. Lv Los Angeles 10:30 a. m. Tues. & Fri. Sat. & Wed. 10:15 a. m. Ar San Francisco. Lv San Francisco 6:30 p. m. Mon. & Thur. The "Sunset Limited" will be scheduled to stop only at following stations:

TEXAS & PACIFIC.  
Texarkana, Tex., Ft. Worth, Tex., Toiyah, Tex., Longview, Tex., Baird, Tex., Sierra Blanca, Tex., East Dallas, Tex., Big Springs, Tex., El Paso, Tex.

CHICAGO & ALTON.  
Chicago, Ill., Pontiac, Ill., Lincoln, Ill., Chicago, 23rd St., Ill., Chenoa, Ill., Springfield, Ill., Joliet, Ill., Bloomington, Ill.

ST. LOUIS, IRON MOUNTAIN & SOUTHERN.  
Malvern, Ark., Little Rock, Ark., Bald Knob, Ark.

While tickets may be sold, and through baggage checked for the "Sunset Limited" to points other than those named above at which train is scheduled to stop passengers holding tickets to such destinations should be advised that they will be carried on "Sunset Limited" to first schedule stop short of destination, and from that point to destination on first regular train following, and that baggage will be handled in like manner.

MAKE-UP OF TRAINS.

Each train will be composed of the following cars arranged in order named:

One composite car, containing bath-room, barber shop, cafe, library, and smoking room.  
One compartment parlor car, with lavatory in each compartment, and parlor for the special use of ladies, with a ladies' maid in attendance.  
One or more double drawing room sleepers, with ten sections, and a drawing room at each end of the car with toilet annex.  
One dining car, meals served a la carte.  
Train is vestibuled throughout, illuminated with pintsch gas, and heated by steam.

TICKETS.  
Only first class one way limited, or unlimited, round trip excursion tickets, local or through, or regular mileage tickets, other than advertising, will be accepted for passage on "Sunset Limited." No passes or advertising tickets of any description will be honored.

BAGGAGE.  
The barber in composite car will act as train baggage master, and as space is limited only through baggage will be carried on Sunset Limited. Baggage checked on local tickets will be handled on other regular trains.

SLEEPING CAR ACCOMMODATIONS.  
As "Sunset Limited" will not carry day coach, every passenger will have to be provided with berth or seat accommodation.

For further information apply to B. F. DARRYSHIRE, S. W. F. & P. A. E. P. TURNER, G. P. & T. A., Dallas, Texas.

How to Prevent Croup.

Some Reading that will prove interesting to young mothers. How to guard against the disease.

Croup is a terror to young mothers and to post them concerning the use, first symptoms and treatment is the object of this item. The origin of croup is a common cold. Children who are subject to it take cold very easily and croup is almost sure to follow. The first symptom is hoarseness and is soon followed by a peculiar rough cough, which is easily recognized and will never be forgotten by one who has heard it. The time to act is when the child first becomes hoarse. If Chamberlain's Cough Remedy is freely given all tendency to croup will soon disappear. Even after the croupy cough has developed it will prevent the attack. There is no danger in giving this remedy for it contains nothing injurious. For sale by all druggists.

## Rio Grande, Sierra Madre & Pacific

Take the "Sierra Madre Route" for Sabinal, San Pedro, Corralitos, Casas Grandes, El Valle de San Buenaventura and all points to the south and west, in Sierra Madre gold districts. Trains leave Ciudad Juarez Mondays, Wednesdays and Fridays at 8:30 a. m., and arrive at 4:30 p. m. on Tuesdays, Thursdays and Saturdays from depot, opposite Mexican Central passenger depot. J. T. LOGAN, G. T. A.

Pure Hygeia Ice.

Made from distilled water. Ask your family physician or druggist as to purity and healthfulness of our ice; telephone 14.

## EL PASO ICE & REFRIGERATOR CO.

The wife of Mr. Leonard Wells, of East Brimfield, Mass., had been suffering from neuralgia for two days, not being able to sleep or hardly keep still, when Mr. H. H. Wells, the merchant there, sent her a bottle of Chamberlain's Pain Balm, and asked that she give it a thorough trial. On meeting Mr. Wells the next day he was told that she was all right, the pain had left her within two hours, and that the bottle of Pain Balm was worth \$5.00 if it could not be had for less. For sale at 50 cents per bottle by all druggists.

## Sunset Limited "East Bound"

leaves El Paso Wednesdays and Saturdays at 12:00 o'clock noon city time. West Bound arrives Mondays and Thursdays at 4:30 p. m. city time. Call at Texas & Pacific city office for tickets and further information.

Good advice: Never leave home on a journey without a bottle of Chamberlain's Colic, Cholera and Diarrhoea Remedy. For sale by all druggists.

Blank leases for houses or store room, best form. For sale at HERALD job office.

# Great Sacrifice of Vera Cruz Cigars Havana Cigarettes.

There will be sold at the custom house at Ciudad Juarez, 51,500 Vera Cruz cigars of the well known brand "Hoja de Oro," and 24,000 packs of Havana cigarettes. Price of Cigars 3 cents U. S. Currency. Price of Cigarettes 5 cents U. S. Currency. For further information apply to Felipe Sejas at Ciudad Juarez.

# SANTA FE.

The Most Direct Line

TO

Kansas City, Boston,

St. Louis, New York,

Chicago, Philadelphia,

Denver, Omaha, St. Paul,

And all Northern and Eastern Points

Through Trains, Fast Time,

Smooth Track.

Elegant Pullman Palace Sleepers on all

through trains. Daily Tourist Sleeping cars

to Denver, Kansas City and Chicago. Tourist

sleeping cars semi-weekly to St. Paul, Minn-

eapolis and once each week to St. Louis and

Boston.

All trains not having dining cars stop for meals at the famous Santa Fe

Route, Harvey Houses.

Full information cheerfully furnished upon application to

J. S. MORRISON, F. B. HOUGHTON,

City Ticket Agent, General Agent,

Office, Parro Building, Corner El Paso and San Antonio Streets.

I have used

# Piso's Cure

for Consumption, and can

recommend it above all others

for Coughs and Colds.

It is selling like hot cakes.

Best Cough Medicine

IS A CURE FOR CONSUMPTION

August 31, 1897.

GUSTAV FALK, Druggist,

Winton Place, Ohio.

## LOOK AT THE CLOUDS FROM THE TOP

and so see the silver lining. You can

do it from our trains. We go above

them in places.

## THE MEXICAN CENTRAL RAILWAY

with its two thousand miles of track,

reaches all the principal places of interest.

Address the undersigned for full and reliable information:

G. A. Muller, Com'l Agent, El Paso.

## TO MERCHANTS:

Money-making is an art

Inform people of your wares

With your low prices

And they will buy.

## ADVERTISING

Is the method needed.

DO YOU

And advertise JUDICIOUSLY?

Read SHORT TALKS,

By Chas. Austin Bates,

And get NEW IDEAS.

## DESIGNS

And cuts are attractive.

Money-makers use them.